

ABSTRACT OF THE DISCLOSURE

5 A rear projection display is provided which can
clearly display a display screen and enable positive
recognition of acceptance of operation of a power
switch while preventing increases in manufacturing
costs and size of the display. A liquid crystal light
valve modulates light emitted from a light source lamp
10 to light for displaying a displayed on a screen. An
auxiliary lamp higher in a rate of increase in
luminance at start of illumination than the source lamp
is arranged such that light from the auxiliary lamp can
reach a rear surface side of the screen without passing
15 through the liquid crystal light valve. A main control
section causes the light source lamp and the auxiliary
lamp to both illuminate at power on, and the auxiliary
lamp to extinguish before luminance of the source lamp
becomes high enough to cause the display screen to be
20 displayed by projection.